



On behalf of the Hong Kong Tourism Board (HKTB), I sincerely congratulate the opening of the 39th International Travel Expo (ITE) Hong Kong and the milestone 20th MICE Travel Expo.

Every year, the ITE attracted both professional and public participants from all over the world. Similarly, the expo attracts 500 exhibitors from around the world this year, making it not only a leading annual industry gala, but also a truly impactful Mega Event recognised by the Hong Kong SAR Government.

With Hong Kong being the Events Capital of Asia as well as an international tourism hub thanks to our strategic edge as a Super-connector, HKTB will continue to organise, host and promote various world-class events, both leisure ones and MICE through seasonal themes by bundling these vibrant events with the city's diverse experience, such as the "Hong Kong Cultural Beat", which is HKTB's second seasonal promotional theme encompassing the city's traditional festivities such as Dragon Boat Festival and the Cheung Chau Bun Festival alongside citywide tourism offerings for a truly East-meets-West cultural journey. Do check out more about our "events + tourism" experience from the Hong Kong Pavilion.

Looking ahead, as we strive to expand our tourism market to create better tourism experience and enhance our tourism appeal for tourists by pooling efforts and resources with neighbouring cities, HKTB has long collaborated closely with our partners across the "9+2" cities in the Guangdong-Hong Kong-Macao Greater Bay Area to promote multi-destination tourism and strengthen the region's collective tourism brand. Again, I warmly invite you to visit the Hong Kong Pavilion to find out more about the game changing multi-city GBA experiences.

Let's continue to explore opportunities, celebrate connections, and create a brighter global tourism landscape together. I wish you all a rewarding, productive and memorable experience with the 39th ITE and the 20th ITE MICE.

Dr Peter Lam Kin-ngok, GBM, GBS
Chairman
Hong Kong Tourism Board

